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6.14. Education and awareness

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6.14 Education and awareness

Based on the collated evidence, what is the current assessment of the effectiveness of actions to educate/raise awareness about peatlands?	
Unknown effectiveness (limited evidence)	<ul style="list-style-type: none"> ● Raise awareness amongst the public (general) ● Provide education or training programmes about peatlands or peatland management ● Lobby, campaign or demonstrate to protect peatlands
No evidence found (no assessment)	<ul style="list-style-type: none"> ● Raise awareness amongst the public (wild fire) ● Raise awareness amongst the public (problematic species) ● Raise awareness through engaging volunteers in peatland management or monitoring

Unknown effectiveness (limited evidence)

● Raise awareness amongst the public (general)

- *Behaviour change*: One before-and-after study in the UK reported that following awareness-raising activities (e.g. publishing reports, organizing seminars and using education volunteers in garden centres), the percentage of the public buying peat-free compost increased.
- *Assessment: unknown effectiveness – limited evidence (effectiveness 60%; certainty 25%; harms 0%). Based on evidence from: unspecified peatlands (one study).*

<https://www.conservationevidence.com/actions/1844>

● Provide education or training programmes about peatlands or peatland management

- *Behaviour change*: One study in peat swamps in Indonesia reported that over 3,500 households adopted sustainable farming practices following workshops about sustainable farming. One before-and-after study in peat swamps in Indonesia reported that a training course increased the quality of rubber produced by local farmers.
- *Assessment: unknown effectiveness – limited evidence (effectiveness 60%; certainty 30%; harms 0%)*. Based on evidence from: tropical peat swamps (two studies).

<https://www.conservationevidence.com/actions/1848>

● Lobby, campaign or demonstrate to protect peatlands

- *Peatland protection*: Two studies in the UK reported that the area of protected peatland increased following pressure from a campaign group (including business meetings, parliamentary debates, publishing reports and public engagement).
- *Behaviour change*: One study in the UK reported that following pressure from the same campaign group, major retailers stopped buying compost containing peat from important peatland areas and horticultural companies began marketing peat-free compost.
- *Attitudes/awareness*: One study in the UK reported that following pressure from the same campaign group, garden centres and local governments signed voluntary peatland conservation agreements.
- *Assessment: unknown effectiveness – limited evidence (effectiveness 60%; certainty 35%; harms 0%)*. Based on evidence from: unspecified peatlands (two studies).

<https://www.conservationevidence.com/actions/1849>

No evidence found (no assessment)

We have captured no evidence for the following interventions:

- Raise awareness amongst the public (wild fire)
- Raise awareness amongst the public (problematic species)
- Raise awareness through engaging volunteers in peatland management or monitoring.